

The Economist Group

[thought
that counts]

[Rate card 2021]

The Economist newspaper, digital app,
Espresso and Global Business Review

The Economist allows you to reach our influential audience through print and our award winning apps on iOS and Android. This document covers the advertising options and rates available across our platforms. For regional and worldwide rates, see additional pages.

GBP Gross

Print with digital

Full page in print, together with an advertisement in the digital app, Weekly Edition, available from 1st of June 2021.

Weekly Edition - digital

A premium advertisement in our Digital app with the option of added interactivity. Available from 1st of June 2021.

Espresso

Weekly sponsorship of our daily news app.

The Economist Group



[Worldwide Edition]

The Economist Newspaper and weekly apps

| GBP Gross | |
|---------------------------------|---------|
| Display Advertising | |
| Print with digital | |
| Page facing editorial | 83,500 |
| Print premium | |
| Outside back cover | 109,900 |
| Inside front cover spread | 180,100 |
| Double-page spread | 148,800 |
| Weekly Edition - digital | |
| First Swipe | 58,800 |
| Espresso - digital | |
| Weekly sponsorship | 41,500 |

Print-only rates and volume discounts available on request
10% premium for guaranteed positions
Weekly Edition available from 1st of June 2021

All rates are gross, subject to local taxes.
Rates are valid until 31 December 2021

The Economist Group



[Worldwide excluding North America Edition]

The Economist Newspaper and weekly apps

GBP Gross

Print with digital

| | |
|-----------------------|--------|
| Page facing editorial | 71,000 |
|-----------------------|--------|

Print premium

| | |
|--------------------|--------|
| Outside back cover | 92,300 |
|--------------------|--------|

| | |
|--------------------|---------|
| Double-page spread | 118,400 |
|--------------------|---------|

Weekly Edition - digital

| | |
|-------------|--------|
| First Swipe | 37,000 |
|-------------|--------|

Print-only rates and volume discounts available on request

10% premium for guaranteed positions

Weekly Edition available from 1st of June 2021

All rates are gross, subject to local taxes.

Rates are valid until 31 December 2021

The Economist Group

[thought
that counts]

[EMEA Edition]

The Economist Newspaper and weekly apps

GBP Gross

Display
Advertising

Print with digital

Page facing editorial 48,600

Print premium

Outside back cover 63,200

Double-page spread 80,800

Weekly Edition - digital

FirstSwipe 24,600

Espresso - digital

Weekly sponsorship 19,000

Print-only rates and volume discounts available on request

10% premium for guaranteed positions

Weekly Edition available from 1st of June 2021

All rates are gross, subject to local taxes.

Rates are valid until 31 December 2021

The Economist Group

[thought
that counts]

[UK and Continental Europe Edition]

The Economist Newspaper and weekly apps

GBP Gross

Print with digital

| | |
|-----------------------|--------|
| Page facing editorial | 45,400 |
|-----------------------|--------|

Print Premium

| | |
|--------------------|--------|
| Outside back cover | 59,100 |
|--------------------|--------|

| | |
|--------------------|--------|
| Double-page spread | 75,600 |
|--------------------|--------|

Weekly Edition - digital

| | |
|-------------|--------|
| First Swipe | 22,900 |
|-------------|--------|

Espresso - digital

| | |
|--------------------|--------|
| Weekly sponsorship | 17,000 |
|--------------------|--------|

Print-only rates and volume discounts available on request

10% premium for guaranteed positions

Weekly Edition available from 1st of June 2021

All rates are gross, subject to local taxes.

Rates are valid until 31 December 2021

The Economist Group



[United Kingdom Edition]

The Economist Newspaper and weekly apps

GBP Gross

Print with digital

| | |
|-----------------------|--------|
| Page facing editorial | 19,900 |
|-----------------------|--------|

Print premium

| | |
|--------------------|--------|
| Outside back cover | 25,900 |
|--------------------|--------|

| | |
|--------------------|--------|
| Double-page spread | 33,300 |
|--------------------|--------|

Weekly Edition - digital

| | |
|-------------|--------|
| First Swipe | 10,000 |
|-------------|--------|

Espresso - digital

| | |
|--------------------|--------|
| Weekly sponsorship | 11,000 |
|--------------------|--------|

[London-only Edition]

Print with digital

| | |
|-----------------------|--------|
| Page facing editorial | 13,000 |
|-----------------------|--------|

Print premium

| | |
|--------------------|--------|
| Double-page spread | 21,600 |
|--------------------|--------|

Print-only rates and volume discounts available on request

10% premium for guaranteed positions

Weekly Edition available from 1st of June 2021

All rates are gross, subject to local taxes.

Rates are valid until 31 December 2021

The Economist Group

thought
that counts

[Continental Europe Edition]

The Economist Newspaper and weekly apps

GBP Gross

Print with digital

| | |
|-----------------------|--------|
| Page facing editorial | 25,500 |
|-----------------------|--------|

Print premium

| | |
|--------------------|--------|
| Outside back cover | 33,200 |
|--------------------|--------|

| | |
|--------------------|--------|
| Double-page spread | 42,500 |
|--------------------|--------|

Weekly Edition - digital

| | |
|-------------|--------|
| First Swipe | 12,900 |
|-------------|--------|

Espresso - digital

| | |
|--------------------|-------|
| Weekly sponsorship | 6,700 |
|--------------------|-------|

[Financial centres, Continental Europe Edition]

Print with digital

| | |
|-----------------------|--------|
| Page facing editorial | 12,700 |
|-----------------------|--------|

Print premium

| | |
|--------------------|--------|
| Double-page spread | 16,000 |
|--------------------|--------|

[Travel hub cities, Continental Europe Edition]

Print with digital

| | |
|-----------------------|--------|
| Page facing editorial | 16,300 |
|-----------------------|--------|

Print premium

| | |
|--------------------|--------|
| Double-page spread | 27,000 |
|--------------------|--------|

Print-only rates and volume discounts available on request
10% premium for guaranteed positions
Weekly Edition available from 1st of June 2021

All rates are gross, subject to local taxes.
Rates are valid until 31 December 2021

The Economist Group

[thought
that counts]

[Middle East and Africa Edition]

The Economist Newspaper and weekly apps

GBP Gross

Displa

Print with digital

Page facing editorial 7,600

Print premium

Double-page spread 13,100

Weekly Edition - digital

First Swipe 1,700

[Middle East only or Africa only Edition]

Print with digital

Page facing editorial 4,400

Print premium

Double-page spread 7,300

Print-only rates and volume discounts available on request

10% premium for guaranteed positions

Weekly Edition available from 1st of June 2021

All rates are gross, subject to local taxes.

Rates are valid until 31 December 2021

The Economist Group

[thought
that counts]

[North America Edition]

The Economist Newspaper and weekly apps

GBP Gross

Print with digital

| | |
|-----------------------|--------|
| Page facing editorial | 30,900 |
|-----------------------|--------|

Print premium

| | |
|--------------------|--------|
| Outside back cover | 40,200 |
|--------------------|--------|

| | |
|--------------------|--------|
| Double-page spread | 61,800 |
|--------------------|--------|

Weekly Edition - digital

| | |
|-------------|--------|
| First Swipe | 21,700 |
|-------------|--------|

Espresso (North and Latin America)

| | |
|--------------------|--------|
| Weekly sponsorship | 15,000 |
|--------------------|--------|

Print-only rates and volume discounts available on request

10% premium for guaranteed positions

Weekly Edition available from 1st of June 2021

All rates are gross, subject to local taxes.

Rates are valid until 31 December 2021

The Economist Group

thought
that counts

[The Americas, regional editions]

The Economist Newspaper and weekly apps

[Latin America]

GBP Gross

Print with digital

Page facing editorial 6,300

Print premium

Double-page spread 10,900

Weekly Edition - digital

First Swipe 2,400

[Brazil only]

Print with digital

Page facing editorial 2,200

Print premium

Double-page spread 4,400

[Canada only]

Print with digital

Page facing editorial 3,900

Print premium

Double-page spread 7,800

Print-only rates and volume discounts available on request
10% premium for guaranteed positions
Weekly Edition available from 1st of June 2021

All rates are gross, subject to local taxes.
Rates are valid until 31 December 2021

The Economist Group



[Asia / Pacific Edition]

The Economist Newspaper and weekly apps

GBP Gross

Print with digital

| | |
|-----------------------|--------|
| Page facing editorial | 12,300 |
|-----------------------|--------|

Print premium

| | |
|--------------------|--------|
| Outside back cover | 16,000 |
|--------------------|--------|

| | |
|--------------------|--------|
| Double-page spread | 20,600 |
|--------------------|--------|

Weekly Edition - digital

| | |
|-------------|--------|
| First Swipe | 10,000 |
|-------------|--------|

Espresso - digital

| | |
|--------------------|--------|
| Weekly sponsorship | 10,000 |
|--------------------|--------|

Exclusive app sponsorship: Global Business Review and WeChat

| | |
|---------------------|--------|
| Monthly sponsorship | 32,100 |
|---------------------|--------|

Print-only rates and volume discounts available on request

10% premium for guaranteed positions

Weekly Edition available from 1st of June 2021

Rates are valid until 31 December 2021

The Economist Group

thought
that counts

[Asia only Edition]

The Economist Newspaper and weekly apps

GBP Gross

Print with digital

| | |
|-----------------------|--------|
| Page facing editorial | 10,700 |
|-----------------------|--------|

Print premium

| | |
|--------------------|--------|
| Double-page spread | 17,800 |
|--------------------|--------|

[South Asia Edition]

(Bangladesh, Bhutan, India, Nepal, Pakistan, Sri Lanka)

Print with digital

| | |
|-----------------------|-------|
| Page facing editorial | 3,700 |
|-----------------------|-------|

Print premium

| | |
|--------------------|-------|
| Double-page spread | 6,200 |
|--------------------|-------|

[Hong Kong-only or Singapore-only Edition]

Print with digital

| | |
|-----------------------|-------|
| Page facing editorial | 3,400 |
|-----------------------|-------|

Print premium

| | |
|--------------------|-------|
| Double-page spread | 5,800 |
|--------------------|-------|

Print-only rates and volume discounts available on request
10% premium for guaranteed positions

All rates are gross, subject to local taxes.
Rates are valid until 31 December 2021

The Economist Group

[thought
that counts]

[Pacific regional editions]

The Economist Newspaper and weekly apps

[Australia & New Zealand]

GBP Gross

Print with digital

| | |
|-----------------------|-------|
| Page facing editorial | 3,200 |
|-----------------------|-------|

Print premium

| | |
|--------------------|-------|
| Double-page spread | 5,300 |
|--------------------|-------|

Print-only rates and volume discounts available on request
10% premium for guaranteed positions

All rates are gross, subject to local taxes.
Rates are valid until 31 December 2021